

SUMMARY and FISCAL NOTE*

Department:	Dept. Contact/Phone:	CBO Contact/Phone:
Construction and Inspections Seattle Center	Gordon Clowers/206-679-8030 Kerry Smith 206-455-5941	Christie Parker/206-684-5211 Catherine Cornwall/ 206-684-8725

** Note that the Summary and Fiscal Note describes the version of the bill or resolution as introduced; final legislation including amendments may not be fully described.*

1. BILL SUMMARY

Legislation Title: AN ORDINANCE relating to public assets, land use, and zoning; establishing regulations for the Center Campus Subarea within the sign overlay district for the Seattle Center; amending Section 23.55.054 of, and adding a new Section 23.55.062 to, the Seattle Municipal Code.

Summary and background of the Legislation: The legislation amends the Land Use Code to create tailored sign code provisions for the Center Campus Subarea portion of the Seattle Center Overlay District. In 2019, Ordinance 125869 established the Seattle Center sign overlay district, three district subareas, and regulations for the subareas containing Climate Pledge Arena and the Bressi Garage block. The 2019 legislation addressed the signage needs of a modernized Seattle Center and anticipated the future creation of sign regulations for the balance of Seattle Center, in an overlay district called the Center Campus Subarea.

The legislation establishes those regulations for the Center Campus Subarea including provisions to:

Codify past practice – The legislation grants authority to the Seattle Center Director to manage signage on the interior of the campus consistent with this legislation and the adopted Seattle Center Sign Guidelines while continuing to comply with all landmark and technical code requirements. This codifies past practice regarding City-owned and City-managed signs at Seattle Center, which uses the Seattle Center Director’s authority outlined in SMC 17.040 to authorize City signs on the interior of the Seattle Center campus. This legislation maintains SDCI’s authority for signs within 20 feet of unvacated right-of-way and for certain other signs within the campus (such as for tenants, concessionaires, and other property owners on campus). It continues SDCI’s regulation according to the general sign standards in Part 1 of SMC Chapter 23.55 and certain other subsections such as the proposed 23.55.062.D and 23.55.062.E.4.f.

Establish sign regulations supporting events – The legislation allows for event-related signage on the interior campus such as balloons, posters, festoons of lights, banners, window graphics, movie screens, and signs on vehicles, and also limits the size and duration of temporary signage.

Align with the Arena Subarea requirements – Establishes sign illumination, light and glare and video display requirements consistent with those for the new arena.

Address Sponsorship Signs – On-premises and sponsorship signs are permitted in the Center Campus Subarea, but they are limited to signs on City-owned or City-managed property. City-owned and City-managed signs are regulated by Section 23.55.062 while other signs are regulated by the general sign standards in Part 1 of Chapter 23.55, subsection 23.55.062.D, and subsection 23.55.062.E.4.f. All premises within the Seattle Center Sign Overlay District comprise the premises.

Correct and expand the Seattle Center Overlay District map – The Seattle Center Overlay District established in 2019 is updated to add the new Skate Plaza, include the Seattle Center Monorail system, and move the Northwest Rooms and Courtyard from the Arena Subarea into the Center Campus Subarea.

2. CAPITAL IMPROVEMENT PROGRAM

Does this legislation create, fund, or amend a CIP Project? Yes No

3. SUMMARY OF FINANCIAL IMPLICATIONS

Does this legislation amend the Adopted Budget? Yes No

Does the legislation have other financial impacts to the City of Seattle that are not reflected in the above, including direct or indirect, short-term or long-term costs?

While there are no negative cost impacts associated with the legislation there are potentially positive revenue impacts. As part of the agreements for the operation of Climate Pledge Arena, ArenaCo has been designated as the sole representative for the sale of sponsorship rights at Seattle Center. Seattle Center receives a minimum guarantee for the sale of such rights, approximately \$780,000/year plus CPI, and shares in additional revenue 25% to City/75% to ArenaCo for the next 10 years and 50%/50% thereafter for the 55-year term of the agreement. (These amounts are net of adjustments for taxes, sponsorship costs, and items.) Current projections, which assume passage of the legislation, estimate annual sponsorship sales of \$4,000,000. Of that amount, Seattle Center's share would total \$1,155,000/year after debt service payments. Modern signs and the ability to identify sponsors of events and the campus are vital contributors to earning revenue.

Anticipated revenue in 2021 has been included in the 2021 Adopted Budget.

Is there financial cost or other impacts of *not* implementing the legislation?

While some sponsorship opportunities will continue to be available at Seattle Center if this legislation is not approved, they are less attractive to sponsors and the ability to generate sponsorship revenues will be reduced.

4. OTHER IMPLICATIONS

a. Does this legislation affect any departments besides the originating department?

This legislation impacts the operating practices of SDOT, SDCI and Seattle Center related to management of signs at Seattle Center and all three departments were involved in its preparation.

b. Is a public hearing required for this legislation?

Yes. A public hearing will be held for this legislation, likely in spring 2021.

c. Is publication of notice with *The Daily Journal of Commerce* and/or *The Seattle Times* required for this legislation?

Yes. A public notice will be published in the paper(s) of record.

d. Does this legislation affect a piece of property?

Yes. The legislation affects the Center Campus Subarea portion of the Seattle Center campus. It does not impact Climate Pledge Arena and the 1st Ave North Garage south of the arena.

e. Please describe any perceived implication for the principles of the Race and Social Justice Initiative. Does this legislation impact vulnerable or historically disadvantaged communities? What is the Language Access plan for any communications to the public?

This legislation indirectly impacts vulnerable and historically disadvantaged communities through increased accessibility of Seattle Center signs to promote and encourage participation in Seattle Center events such as Festal' and the many other events that support the principles of the Race and Social Justice Initiative. The proposal will accommodate sign enhancements aligned with the new Climate Pledge Arena and signage improvements designed to provide a range of increased public benefits, including the ability to communicate in multiple languages, provide transportation and access information, and increase public safety through an improved communication system.

f. Climate Change Implications

1. Emissions: Is this legislation likely to increase or decrease carbon emissions in a material way?

While this legislation is not expected to impact carbon emissions in a material way, it will enable Seattle Center to eliminate the use of many temporary banners and signs that are currently part of standard practice, replacing them with modern digital signage.

2. Resiliency: Will the action(s) proposed by this legislation increase or decrease Seattle's resiliency (or ability to adapt) to climate change in a material way? If so, explain. If it is likely to decrease resiliency in a material way, describe what will or could be done to mitigate the effects.

This legislation does not affect Seattle's resiliency to climate change in a material way.

g. If this legislation includes a new initiative or a major programmatic expansion: What are the specific long-term and measurable goal(s) of the program? How will this legislation help achieve the program's desired goal(s).

No new initiative or major programmatic expansion is identified.

List attachments/exhibits below: None